



LEO BURNETT U.S.A.

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April 5, 1993

Ms. Julie Greene
PHILIP MORRIS, U.S.A.
120 Park Avenue
New York, NY 10017

Re: Salem 1992 O-O-H Spending

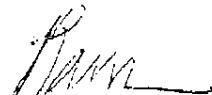
Dear Julie,

Per your request, please find attached Salem Out-of-Home competitive spending for 1992. The costs have been broken down by region, trading area and market.

Please call with questions.

Regards,

LEO BURNETT U.S.A.


Pam McGaan
Account Executive

Attachment

cc: PM
Marc Goldman

LBCo.
Chris Cole
Debbie Lynch

cpmooch.pm

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OUT-OF-HOME COMPETITIVE SPENDING
SALEM
TOTAL YEAR 1992

<u>REGION</u>	<u>TRADING AREA</u>	<u>MARKET</u>	<u>TOTAL 1992 SPENDING</u>
REGION 1	1A0 BANGOR	MANCHESTER TOTAL	\$4,658 \$4,658
	1B0 BOSTON	TOTAL	\$0 \$0
	1C0 HARTFORD	HARTFORD NEW HAVEN TOTAL	\$33,380 \$16,460 \$49,840
	1D0 RHODE ISLAND	PROVIDENCE TOTAL	\$37,448 \$37,448
	1E0 ALBANY	ALBANY TOTAL	\$22,118 \$22,118
	1F0 SYRACUSE	BINGHAMTON SYRACUSE TOTAL	\$14,582 \$23,384 \$37,966
	1G0 BUFFALO	BUFFALO ROCHESTER TOTAL	\$56,784 \$151,687 \$208,471
	1H0 NEW YORK	BRIDGEPORT (CT) NEW YORK NEWARK TOTAL	\$15,600 \$1,405,209 \$183,231 \$1,604,040
	1I0 PHILADELPHIA	ATLANTIC CITY (NJ) PHILADELPHIA READING WILMINGTON (DE) TOTAL	\$16,131 \$171,093 \$22,670 \$28,913 \$238,807
	1J0 HARRISBURG	HARRISBURG YORK TOTAL	\$59,220 \$32,920 \$92,140
		TOTAL REGION 1	\$2,295,488
REGION 2	2A0 BALTIMORE	BALTIMORE TOTAL	\$271,000 \$271,000
	2B0 WASHINGTON D.C.	WASHINGTON D.C. TOTAL	\$173,052 \$173,052
	2C0 RICHMOND	RICHMOND ROANOKE	\$14,592 \$6,994

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OUT-OF-HOME COMPETITIVE SPENDING
SALEM
TOTAL YEAR 1992

<u>REGION</u>	<u>TRADING AREA</u>	<u>MARKET</u>	<u>TOTAL 1992 SPENDING</u>
2D0	RALEIGH/DURHAM	TOTAL	\$21,586
		DURHAM	\$20,366
		JACKSONVILLE N.C.	\$6,295
		RALEIGH	\$30,236
		TOTAL	\$56,897
2E0	CHARLOTTE	GASTONIA	\$4,250
		GREENSBORO	\$88,665
		WINSTON-SALEM	\$106,245
		CHARLOTTE	\$89,846
		TOTAL	\$289,006
2F0	COLUMBIA	CHARLESTON	\$13,742
		COLUMBIA	\$34,148
		TOTAL	\$47,890
2G0	GREENVILLE	ASHVILLE	\$9,694
		GREENVILLE	\$21,163
		SPARTANBURG	\$6,556
		TOTAL	\$37,413
2H0	KNOXVILLE	CHATTANOOGA	\$23,919
		KNOXVILLE	\$22,948
		TOTAL	\$46,867
2I0	NASHVILLE	NASHVILLE	\$115,903
		TOTAL	\$115,903
2J0	ATLANTA	ATLANTA	\$366,302
		TOTAL	\$366,302
2K0	BIRMINGHAM	BIRMINGHAM	\$94,318
		TOTAL	\$94,318
2L0	SAVANNAH	AUGUSTA	\$14,864
		COLUMBUS GA.	\$24,698
		SAVANNAH	\$6,009
		TOTAL	\$45,571
		JACKSONVILLE FL.	\$120,624
2M0	JACKSONVILLE FL.	TALLAHASSEE	\$10,186
		TOTAL	\$130,810
		MOBILE	\$49,344
2N0	PENSACOLA	MONTGOMERY	\$18,286
		PENSACOLA	\$7,444
		TOTAL	\$75,074
2O0	ORLANDO	DAYTONA BEACH	\$10,774
		ORLANDO	\$78,238

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OUT-OF-HOME COMPETITIVE SPENDING
SALEM
TOTAL YEAR 1992

<u>REGION</u>	<u>TRADING AREA</u>	<u>MARKET</u> TOTAL	<u>TOTAL 1992</u> <u>SPENDING</u>
			\$89,012
2P0	TAMPA	CLEARWATER FT. MEYERS TAMPA TOTAL	\$7,538 \$4,536 \$248,854 \$260,928
2Q0	MIAMI	FT. LAUDERDALE MIAMI TOTAL	\$66,470 \$61,796 \$128,266
		TOTAL REGION 2	\$2,249,895
REGION 3	3A0 ST. LOUIS	ST. LOUIS TOTAL	\$212,171 \$212,171
	3B0 SPRINGFIELD	TOTAL	\$0 \$0
	3C0 PADUCAH	TOTAL	\$0 \$0
	3D0 MEMPHIS	MEMPHIS TOTAL	\$153,218 \$153,218
	3E0 JACKSON MS.	JACKSON TOTAL	\$6,219 \$6,219
	3F0 LITTLE ROCK	LITTLE ROCK SHREVEPORT TOTAL	\$25,870 \$2,920 \$28,790
	3G0 NEW ORLEANS	BATON ROUGE NEW ORLEANS TOTAL	\$15,076 \$205,871 \$220,947
	3H0 LAKE CHARLES	TOTAL	\$0 \$0
	3I0 DES MOINES	TOTAL	\$0 \$0
	3J0 OMAHA	OMAHA TOTAL	\$32,844 \$32,844
	3K0 KANSAS CITY	KANSAS CITY TOPEKA TOTAL	\$58,405 \$4,800 \$63,205

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TOTAL YEAR 1992

<u>REGION</u>	<u>TRADING AREA</u>	<u>MARKET</u>	<u>TOTAL 1992 SPENDING</u>
	3L0 TULSA	TULSA TOTAL	\$6,029 \$6,029
	3M0 OKLAHOMA CITY	AMARILLO OKLAHOMA CITY TOTAL	\$6,888 \$23,590 \$30,478
	3N0 DALLAS/FT. WORTH	DALLAS FT. WORTH TOTAL	\$115,466 \$34,818 \$150,284
	3O0 MIDLAND	TOTAL	\$0 \$0
	3P0 ALBUQUERQUE	EL PASO TOTAL	\$37,200 \$37,200
	3Q0 HOUSTON	HOUSTON TOTAL	\$171,738 \$171,738
	3R0 WACO/TEMPLE	AUSTIN TOTAL	\$22,384 \$22,384
	3S0 SAN ANTONIO	CORPUS CHRISTI SAN ANTONIO TOTAL	\$31,407 \$87,394 \$118,801
		TOTAL REGION 3	\$1,254,308
REGION 4	4A0 PITTSBURGH	PITTSBURGH WHEELING YOUNGSTOWN TOTAL	\$210,790 \$7,030 \$8,688 \$226,508
	4B0 CLEVELAND	AKRON CANTON CLEVELAND TOTAL	\$48,062 \$22,346 \$514,499 \$584,907
	4C0 COLUMBUS	COLUMBUS TOTAL	\$128,559 \$128,559
	4D0 CINCINNATI	CINCINNATI DAYTON TOTAL	\$88,029 \$20,652 \$108,681
	4E0 SAGINAW	FLINT SAGINAW TOTAL	\$14,176 \$6,370 \$20,546

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TOTAL YEAR 1992

<u>REGION</u>	<u>TRADING AREA</u>	<u>MARKET</u>	<u>TOTAL 1992 SPENDING</u>
	4F0 DETROIT	DETROIT	\$119,702
		TOTAL	\$119,702
4G0	GRAND RAPIDS	GRAND RAPIDS	\$90,400
		LANSING	\$17,354
		TOTAL	\$107,754
4H0	TOLEDO	FT. WAYNE	\$13,856
		TOLEDO	\$25,734
		TOTAL	\$39,590
4I0	INDIANAPOLIS	INDIANAPOLIS	\$56,472
		TOTAL	\$56,472
4J0	LOUISVILLE		\$0
		TOTAL	\$0
4K0	LEXINGTON	LEXINGTON	\$17,588
		TOTAL	\$17,588
4L0	CHICAGO	CHICAGO	\$580,794
		EAST CHICAGO	\$16,269
		HAMMOND/GARY	\$22,708
		TOTAL	\$619,771
4M0	PEORIA	ROCK IS./MOLINE	\$17,964
		ROCKFORD	\$10,288
		TOTAL	\$28,252
4N0	GREEN BAY	APPLETON	\$2,166
		DULUTH	\$16,662
		GREEN BAY	\$21,298
		TOTAL	\$40,126
4O0	MINNEAPOLIS	MINNEAPOLIS	\$58,135
		TOTAL	\$58,135
4P0	SIOUX FALLS		\$0
		TOTAL	\$0
4Q0	MILWAUKEE	MADISON	\$19,980
		MILWAUKEE	\$202,687
		TOTAL	\$222,667
		TOTAL REGION 4	\$2,379,258
REGION 5	5A0 ALASKA		\$0
		TOTAL	\$0

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OUT-OF-HOME COMPETITIVE SPENDING
SALEM
TOTAL YEAR 1992

<u>REGION</u>	<u>TRADING AREA</u>	<u>MARKET</u>	<u>TOTAL 1992 SPENDING</u>
	5B0 SPOKANE	SPOKANE TOTAL	\$5,944 \$5,944
5C0	SEATTLE		\$0
		TOTAL	\$0
5D0	PORTLAND	PORTLAND TOTAL	\$26,220 \$26,220
5E0	DENVER	DENVER TOTAL	\$91,572 \$91,572
5F0	SALT LAKE		\$0
		TOTAL	\$0
5G0	PHOENIX	PHOENIX TUCSON TOTAL	\$19,375 \$9,600 \$28,975
5H0	SACRAMENTO	SACRAMENTO TOTAL	\$7,400 \$7,400
5I0	SAN FRANCISCO	SAN FRANCISCO TOTAL	\$26,250 \$26,250
5J)	FRESNO	FRESNO TOTAL	\$7,782 \$7,782
5K0	HAWAII		\$0
		TOTAL	\$0
5L0	LOS ANGELES	LOS ANGELES TOTAL	\$75,726 \$75,726
5M0	SAN DIEGO	LANCASTER SAN DIEGO TOTAL	\$8,028 \$43,250 \$51,278
		TOTAL REGION 5	\$321,147
		GRAND TOTAL SPENDING	\$8,500,096

SOURCE: LEO BURNETT OUT-OF-HOME COMPETITIVE REPORT - 1992

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